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Message Text

UNCLASSIFIED

PAGE 01 JIDDA 03949 030947Z

14-11
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
---------- 028844
R 030527Z JUN 75
FM AMEMBASSY JIDDA
TO USDOC WASHDC
INFO SECSTATE WASHDC 1437

UNCLAS JIDDA 3949

E.O.: 11652: N/A
TAGS: BEXP, SA
SUBJ: CONSTRUCTION EQUIPMENT AND BUILDING MATERIALS
TRADE FAIR

1. ON MAY 28, 1975, EMBASSY OFFICERS MET WITH MR. JAMES LEFEBRE, BEIRUT RTO, AND MR. JOHN E. MARSH, OF IRVIN INDUSTRIES, INC.

2. IRVING INDUSTRIES, INC., OF GREENWICH, CONNECTICUT, MANUFACTURES AIR-SUPPORTED STRUCTURES WHICH ARE DESIGNED FOR LARGE, CLEAR-SPAN RECREATIONAL, EDUCATIONAL AND EXHIBIT USES. MR. MARSH IS CONVINCED OF THE NECESSITY OF CONSTRUCTING SUCH A STRUCTURE IN SAUDI ARABIA FOR ADVERTISING PURPOSES AND IS ATTEMPTING TO CONVINCE HIS HEADQUARTERS TO DO SO. IF HE SUCCEEDS, HE WILL BE DELIGHTED TO COOPERATE WITH USDOC.

3. MR. MARSH IS PRESENTLY TOURING THE MIDDLE EAST ON BEHALF OF IRVIN AND HAS EXPRESSED HIS TENTATIVE WILLINGNESS TO PROVIDE THE DEPARTMENTS OF COMMERCE AND STATE WITH A STRUCTURE FOR THE CONDUCTING OF A CONSTRUCTION EQUIPMENT AND BUILDING MATERIALS TRADE FAIR IN RIYADH, SAUDI ARABIA.

4. AT THE MEETING OF MAY 28 (EVENING), MR. MARSH STATED THAT HE WAS PROCEEDING TO RIYADH ON MAY 29 FOR DISCUSSIONS WITH THE INTERCONTINENTAL HOTEL AND OTHER ORGANIZATIONS CONCERNING THEIR READINESS TO PERMIT THE CONSTRUCTION
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OF AN AIR-SUPPORTED STRUCTURE FOR DISPLAY, I.E., ADVERTISING,

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PURPOSES.

5. HE WILL DISCUSS RESULTS OF RIYADH VISIT WITH BEIRUT
RTO PRIOR TO DEPARTURE FOR WASHINGTON. HE WILL CONTRACT
USDOC PERIOD 5-12 JUNE 75 IN WASHINGTON TO DISCUSS
FEASIBILITY OF THIS PROJECT.

6. MARSH STATED IRVIN COULD NOT NEGOTIATE/SHIP AND BUILD
AN AIR-SUPPORTED STRUCTURE IN SAUDI ARABIA PRIOR TO
NOVEMBER 1976. OF NECESSITY, THIS WILL PRECLUDE HOLDING
OF BUILDING MATERIALS AND CONSTRUCTION EQUIPMENT TRADE FAIR
PRIOR TO FEBRUARY 1976.

7. EMBASSY FEELS IRVIN PROPOSAL WORTH CONSIDERING BY USDOC,
PARTICULARLY IN VIEW OF PAUCITY OF ALTERNATIVES.

8. PLEASE ADVISE.
AKINS

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Disposition Date: 01 JAN 1960
Disposition Event:
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